

On his new website, UC-Davis Professor finds Economics in the Strangest Places - www.contentonomics.info

1888PressRelease - Announces new website "contentonomics.info". With blogs, ideas, Tweets, and eBook, the site links economic principles with basic self-help techniques that support a harmonious connection to the community, a connection that earns the reward, respect, and recognition essential to personal well-being.

Davis, California - Ice cream, air travel, the neighborhood gym, rock bands, jewelry and your daily work will never be the same after linking to Dr. Emanuel A Frenkel's new website <http://www.contentonomics.info>. This economics/self-help site is the first of its kind. With blogs, ideas, Tweets, and an ebook - Contentonomics - Positive Mindfulness in a Material World, the site takes simple acts such as drinking coffee, looking a photographs, or learning a profession and turns them into perfect examples of an economy at work, simultaneously guiding the reader to understand that by acting as a productive producer and a creative consumer one can satisfy a desire that is universal - a sense of reward, respect, and recognition from the community.

<http://www.contentonomics.info> shows how income earners who turn into ice cream eaters, supermarket shoppers, and video game players not only satisfy their desires for material goods, but also build connections to all the people, past and present, who bring products into the world. Contentonomics is a mindset, a way of life, and it is inspired economics. Its universal message combines economic fundamentals with self-help and personal improvement concepts, a site that will help viewers get through a bad day of flat tires and detours with grace, lead them to redefine their goals, and help them grow their economic potential.

"I found inspiration for Contentonomics at the local supermarket," says Frenkel. "Food is a universal product. The diversity in its production and use has an incredible leveling effect that crosses all boundaries: class, race, age, cultures, and interests. Let's face it, everyone loves to eat, and we can learn a lot from it."

Contentonomics.info will help people feel more comfortable in, and tolerant of, their roles as producers and consumers on the economic playing field. In emphasizing the importance of personal value creation and how it can grow, as well as the significance of the physical and sensory needs we satisfy with the material world, contentonomics.info opens the door to opportunity and well-being-spiritually, emotionally, physically, mentally, and of course, monetarily. Frenkel teaches that economics is not only about money and numbers, but about people, and how through meaningful connections with others one's economic potential can be achieved. As he says, "The economy is us! We are the economy!"

In his ebook, (amazon.com \$4.95) Frenkel uses lighthearted examples to add zest to the message: going to get cereal, flying a remote-control helicopter, surviving alone on an island, and more, but he also touches on more serious subjects, such as the outpouring of support from kind people in the wake of an airplane crash. Frenkel asks readers to look at the world through optimistic lenses. He writes, "The typical reaction to a disaster that involves human suffering is the cooperation of good-hearted people trying to make the best of a bad situation."

In the unexpected ending to his book, Frenkel describes a blissful world in which everyone lives by the precepts of Contentonomics. He writes that while such a world may not seem possible to many of us, it can serve as a starting point upon which we can hitch our star and then move forward.

The emphasis on community is made clear by the quote that appears in a blog: "An important source of happiness comes from a feeling of belonging to this world." Dr. Frenkel, on the faculty at the University of California at Davis, explains, "My hope is to change the way people view their roles in the economy. By earning the respect of others in the community through work, and by appreciating the value of what others have created, one can begin to earn the type of wealth we all look for-one that leads to happiness."